

## Spatial Vision

**Spatial Vision**

By April 2028, Wirral will continue to offer a high quality of life, as an attractive place to live an active, sustainable, productive, safe and healthy lifestyle, to complement the attractiveness of and make a significant contribution to the economic competitiveness of the Liverpool City Region.

The focus of new development and investment will be on improving and regenerating the Borough's existing urban areas. Significant emphasis will be placed on tackling social, health, economic and environmental disparity; re-using existing buildings and previously developed land; and on strengthening and enhancing the distinctive assets of the Borough, including the quality and value of the Borough's historic, built and natural environment; supported by a tight Green Belt to focus development into the existing built-up area and achieve a sustainable pattern of development.

The housing market within the older urban areas in east Wirral, previously designated as part of the Newheartlands Pathfinder, will be transformed, competing on a more equal footing with outlying residential areas and large areas of older stock, particularly in Birkenhead, Seacombe and Tranmere, will have been improved and replaced.

A new city neighbourhood will be being established within the Birkenhead Dock Estate to create a sustainable, mixed-use waterside community, where new homes and a wide range of employment, education, retail, leisure, community and cultural uses will create a new impetus for economic growth and regeneration at the heart of the older urban area.

The density of jobs and businesses and rates of economic activity will be moving toward regional average levels and vacant employment land will be being brought back into productive economic use. Sustainable economic regeneration will be being driven by the major economic hubs of Birkenhead, Bromborough and the Ports, with strong transport links to Liverpool, Chester and North Wales, supported by a thriving network of town, district and local centres providing retail, office, leisure, service, cultural, community and visitor facilities to meet the everyday needs of local communities.

A growth in sustainable tourism will be focused on the quality of the Borough's natural environment; built heritage; country parks; and coastline, with appropriate visitor facilities at Birkenhead, New Brighton, Leasowe, Hoylake, West Kirby, Thurstaston and along the Mersey coast, managed to avoid harm to European Sites, their supporting habitats and other biodiversity assets.

Wirral's rural areas will be providing for an efficient and productive agricultural economy, making full and effective use of the Borough's best and most versatile agricultural land, promoting local production and food security, while protecting and enhancing heritage, biodiversity and the quality of the natural and semi-natural environment.

Development and investment will have supported and encouraged a more sustainable pattern of development and travel that will have reduced emissions; improved air quality; increased the use of public transport and sustainable freight transport; and made greater use of alternative forms of transport such as walking and cycling; and there will be a greater emphasis, across all sectors, on securing sustainable approaches to design and construction; green infrastructure; energy; water; flood risk, waste management; carbon impact; local employment and production; and mitigation, adaption and resilience to climate change. Significant progress will have been made in the transition to a low carbon Borough.